RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

October 18, 1996

RJR Account #081120
Mr. C. Polino
BUFFALO TOBACCO

DECEMBER DORAL B2G1F / PROMOTION #601794

Dear Coz:

DORAL B1G1F product, and Live product, has been ordered (see quantities listed below), as well as 30 skus of B2G1F sleeves (Item #515990) pack your December *Partners* display shipment to participating retail accounts. All additional pertinent promotional information is listed below:

DORAL STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F	LIVE UPC Code	#/ (12M) Cases LIVE
Full Flavor Kg	12300-22268	2	12300-16612	1
Light 100	12300-22264	2	12300-15212	1

Product / Premium Arrival: **November 18, 1996**

Ship Date to Retail: **Week of: November 25, 1996**

SKU CUBE : **1.0400**
SKU WT (w/o Product): **4.0000 lbs**
Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Savings Cartons**

EFT $ Amount: **$1,224.36**
Non-EFT $ Amount: **$N/A**

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Source: https://www.industrydocuments.ucsf.edu/docs/sqym0000

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves. Buy-1-Get-1-Free product should be placed into the sleeve and an additional 'Live' pack inserted with it. B1G1F product will be pre-banded.

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$84.00 (3 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: C. Alessandra

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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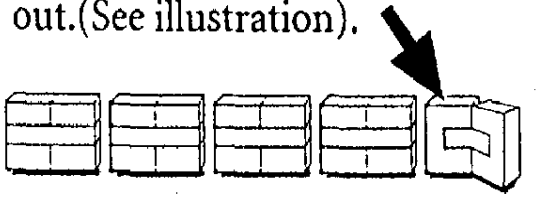
WHOLESALER PACKING INSTUCTIONS

VALUE-ADDED PROMOTIONS –4TH QTR. '96

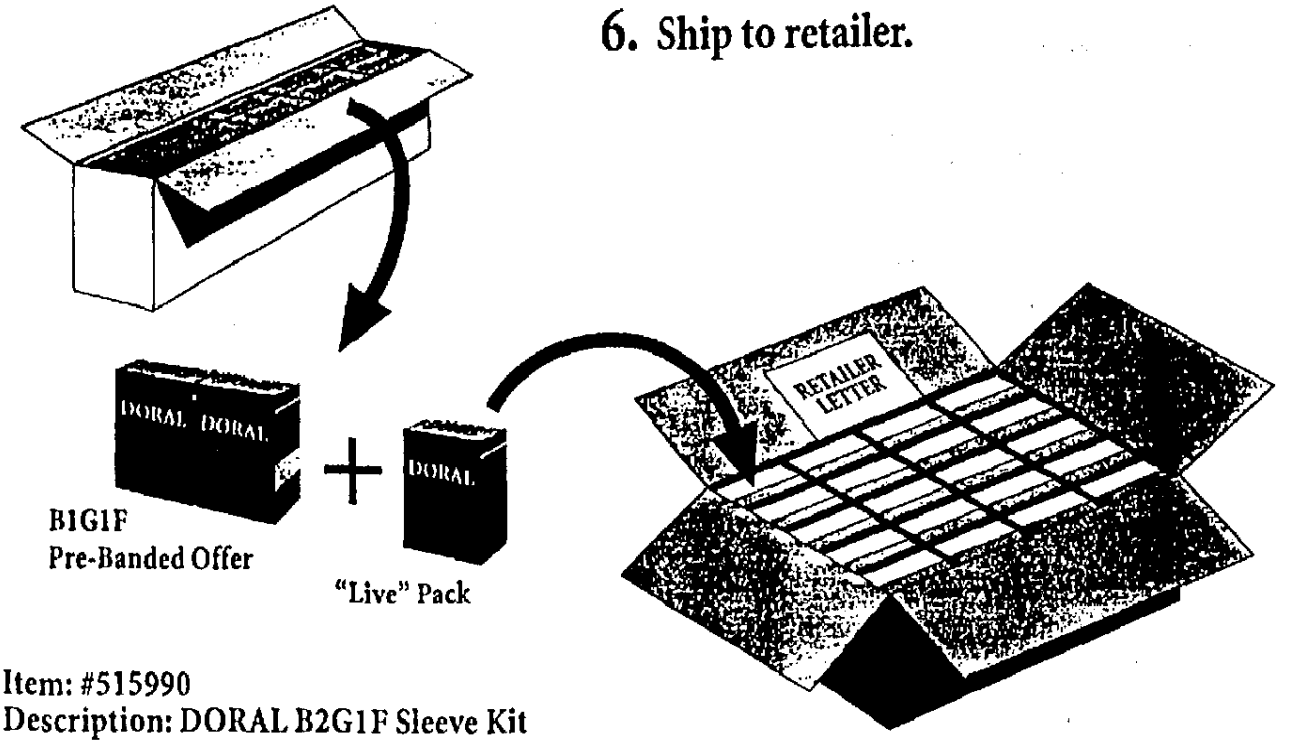
December DORAL National B2G1F (Buy 2 Packs Get 1 Pack Free)

Each white carton contains Five Prebanded 2-Pack B1G1F DORAL offers. Four offers are banded side-by-side. The fifth offer folds out.(See illustration).



STEPS

1. Open DORAL B2G1F shipping case.
2. Place 1 B1G1F offer into each DORAL sleeve. (Each case contains 20 offers).
3. Add 1 "live" DORAL pack of same brand style to each offer.
4. Retailer Letter REMAINS in case.
5. Close the case.
6. Ship to retailer.



B1G1F
Pre-Banded Offer

"Live" Pack

Item: #515990
Description: DORAL B2G1F Sleeve Kit

Brand Style	ff Kg	Lt 100				
Number of Cartons	2	2				

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WHOLESALER: 081120 BUFFALO TOBACCO PROD

INSTRUCTIONS: DECEMBER PROMOTION: DORAL B2G1F
BRAND STYLES: FF / FF 100 / LT / LT 100
SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT LISTED

Supplier	Account	Territory	Name	Address	City	State	Chain ID	CCF	Volume
	81120	1626 01	BUFFALO TOBACCO PROD	202-208 RHODE ISLAND	BUFFALO	NY		C 01	5000
	259488	1626 01	BUFFALO TOBACCO PRD	202-208 RHODE ISLAND	BUFFALO	NY		C 12	304
	396739	1626 01	FAY'S LEADER DRUG	801 TONAWANDA ST	BUFFALO	NY		A 24	450
	398677	1626 01	CORNER STORE	2815 DELAWARE AVE	KENMORE	NY		A 12	110
	544295	1626 01	SHOP-A-LOT	260 MAIN ST	TONAWANDA	NY		A 12	98
	585023	1626 01	QUEEN SHEBA'S	426 RHODE ISLAND ST	BUFFALO	NY		A 00	50
047514	624663	1626 01	A-PLUS #60838	1301 HERTEL AVE	BUFFALO	NY		A 12	258
	667214	1626 01	NFT MOBIL	8721 NIAGARA FALLS B	NIAGARA FALLS	NY		A 12	71
	716625	1626 01	A-PLUS MINI MARKET	1390 DELAWARE AVE	BUFFALO	NY		A 12	100
	765525	1626 01	FRONTIER BEVERAGE	121 GRANT ST	BUFFALO	NY		C 24	900
	396778	1626 02	TILE DRUG	1031 CLEVELAND DR	CHEEKTOWAGA	NY		C 12	230
	397228	1626 02	CHEF'S DELI, INC.	547 ELMWOOD AVE	BUFFALO	NY		A 12	113
	517307	1626 02	GATES CIRCLE BEVERAG	1432 DELAWARE AVE	BUFFALO	NY		A 12	113
	665636	1626 02	MICHAEL'S SUNOCO	3705 HARLEM ROD	BUFFALO	NY		A 12	109
	691459	1626 02	A-PLUS MINI	460 ELMWOOD AVE	BUFFALO	NY		A 12	120
	765426	1626 02	MAYBACKS FOOD SHOP	3035 GENESEE ST	CHEEKTOWAGA	NY		A 12	148
	323511	1626 03	GAS-RITE, INC.	11665 BROADWAY ST	ALDEN	NY		A 24	148
	397014	1626 03	CORNER STORE	2050 CLINTON ST	BUFFALO	NY		A 12	95
	397510	1626 03	LAUTNER'S CORNER	431 TERRACE BLVD	DEPEW	NY		A 24	141
	397535	1626 03	SLOAN-SUPER MKT	494 REIMAN ST	BUFFALO	NY		A 00	48
	397930	1626 03	CORNER STORE	155 LAKE AVE	LANCASTER	NY		A 12	124
	483559	1626 03	GANCI'S EXPRESS MART	1241 E LOVEJOY ST	BUFFALO	NY		A 24	211
	506533	1626 03	CENTER RD. SUPER	1207 CENTER RD	WEST SENECA	NY		A 12	109
	554322	1626 03	BOLLERS CAR WASH	5029 CLINTON ST	WEST SENECA	NY		A 12	122
	590616	1626 03	R.A.A. SUNOCO	1329 ABBOTT RD	LACKAWANNA	NY		A 24	120
	764902	1626 03	SINCLAIR DRUG	75 MAIN ST	WARSAW	NY		A 12	201

Total Accounts 26

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 12/09/96

ACCOUNT NUMBER: 081120
VOUCHER NUMBER: 15335254
DATE WRITTEN: 12/09/96
STATUS: PAID
AMOUNT PAID: 84.00

BUFFALO TOBACCO PROD
202-208 RHODE ISLAND
BUFFALO , NY 14213

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
DISPLAY ASSEMBLY	3.00	84.00

EXPLANATION: DEC DORAL B2G1F 601794 / CAA

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